



## DEALER TRAINING PROGRAM

### **How to Design, Cost, Propose, Sell, Install and Program Residential Automation and Networking Systems to Homeowners and Builders**

RIS features a series of hands-on training courses that offer practical experience in residential automation and networking. You'll learn the five phases of selling, designing, costing, installation and customer training necessary for a profitable automation and networking project. Then, receive hands-on installation training for various sub-systems including automation and security, A/V, lighting, structured wiring, HVAC and more. By the end of your week at RIS, you will have an excellent overview and specific training on how to sell, physically install and program select automation, networking and entertainment systems. These are invaluable courses that will save you thousands of dollars and help you increase your profits immediately. Courses are held the same week for your convenience.

*Presented by Home Controls Inc, HDhomes.tv and AVD Media*





## THREE DISTINCT TRAINING SESSIONS

### Marketing, Sales, Client Management & Business Development

An intensive 2-day training course that teaches the critical five phases of selling, designing, costing, and business strategies necessary to land highly profitable automation and networking projects. You will learn to define core markets, identify specific clients, resolve conflicts between buyers and sellers, and in general, how to get the most out of running your business. It is an invaluable course that will save you thousands of dollars, and help even seasoned integrators increase profits immediately.

### Design & Hands-On Technical Training

An intensive 2-day training course where you will build an automation system from the ground up. Limited class size allows a uniquely individual learning experience, using popular products such as HAI controllers, Simply Automated UPB lighting, OnQ/Legrand structured wiring systems, NuVo distributed audio, and more. By the end of this course, you will have a very good overview and specific training on how to physically install select automation, networking and entertainment systems.



### Level II Programming & Installation

An intensive full-day training course including hands-on programming and advanced home automation solutions for the experienced integrator. Profit from in-depth discussion of current and future requirements affecting the CE industry, including "green" regulations, power requirements, wiring strategy, lighting control and a whole lot more. Insight on trends and the future of our industry will complete the day. *Experienced integrators only.*

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## CEDIA Professional Certification CEU Provider

All three RIS classes have been accredited by CEDIA (Consumer Electronics Design and Installation Association) as a Professional Certification CEU Provider. Earn 5 Continuing Education Units (CEU) for each class.

- **Marketing, Sales & Business Development:** 5 CEU Credits (CEUP388)
- **Design & Hands-On Technical Training:** 5 CEU Credits (CEUP325)
- **Level II Programming & Installation:** 5 CEU Credits (CEUP387)

*Enroll for the entire week and earn 15 CEU Credits!*



# RIS 2009 COURSES & DATES

## Combined Courses

### ★ Sales & Business Development *with* Design & Hands-On Technical Training

#### Upcoming Sessions:

*4-Day Course (Monday-Thursday)*, 8 a.m. - 5 p.m. Pacific Time

- March 23-26
- May 18-21
- August 3-6
- October 5-8

**Location:** San Diego, CA

**Course Fee:** \$1,195 per person (\$995 each additional person)

## Individual Courses

### ★ Marketing, Sales, Client Management & Business Development

#### Upcoming Sessions:

*2-Day Course (Monday-Tuesday)*, 8 a.m. - 5 p.m. Pacific Time

- March 23-24
- May 18-19
- August 3-4
- October 5-6

**Location:** San Diego, CA

**Course Fee:** \$695 per person (\$595 each additional person)

### ★ Design & Hands-On Technical Training

#### Upcoming Sessions:

*2-Day Course (Wednesday-Thursday)*, 8 a.m. - 5 p.m. Pacific Time

- March 25-26
- May 20-21
- August 5-6
- October 7-8

**Location:** San Diego, CA

**Course Fee:** \$595 per person (\$525 each additional person)

*Wednesday Night includes Networking Dinner*

### ★ RIS Level II Programming & Installation

#### Upcoming Sessions:

*1-Day Course (Friday)*, 8 a.m. - 5 p.m. Pacific Time

- March 27
- May 22
- August 7
- October 9

**Location:** San Diego, CA

**Course Fee:** \$295 per person, or \$225 when combined with another course

# DEPOSIT

## SELECT COURSES REQUIRE A DEPOSIT

Combination Course deposits are \$200, Individual Course deposits are \$100.  
Balance must be fully paid prior to the first day of class, payment plans available.  
All payments are final, but may be fully transferred to a future RIS course for up to 12 months.  
Call 800-266-8765 or email [RIS@homecontrols.com](mailto:RIS@homecontrols.com) to register today.

# LOCATION

## Training Center

Training sessions will be held at the Home Controls Training Center in San Diego, California.

**Home Controls Training Center**  
8525 Redwood Creek Lane  
San Diego, CA 92126  
Phone: 858-693-8887



## Hotel Accommodations

For hotel accommodations, contact the Holiday Inn.

**Holiday Inn Hotel**  
9335 Kearny Mesa Rd.  
San Diego, CA 92126  
Phone 858-695-2300



## Additional Information

**TRANSPORTATION:** Shuttle transportation is provided to and from the airport by special arrangements - Call Quality Suites 24 hours in advance for transportation reservation (you must mention RIS).

**PARKING:** Parking is readily available.

**MEALS:** Lunch is provided on all days. Wednesday classes include a Networking Dinner.

**CLASS SIZE:** Seating is limited so that we can offer personal hands-on attention to all attendees. These seats typically sell out well in advance, so please reserve your space early.

# 2009 RIS CURRICULUM

## Marketing, Sales, Client Management & Business Development

### DAY ONE: Monday, 8 a.m. - 5 p.m.

#### Marketing of Your Integration Business & Selling Successful Projects

##### Training Session I.

###### Understanding Our Customers

- Customer Demographics
- What Your Customers Buy
- Why Your Customers Buy
- The Emotions of Purchasing
- Success Stories from the Market Place

##### Training Session II.

###### Integrators and Our Products

- How Do Integrators Function
- What's Our Product
- How to Explain It So People "GET-IT"
- Services: The Value Proposition

##### Training Session III.

###### Creating and Executing an Effective Marketing Strategy

- Building Key Relationships
- Creating a Referral Network
- Becoming Remarkable
- Bootstrapping to Success

##### Training Session IV.

###### Nothing Moves Until Something is SOLD

- Setting up Client Meetings
- Opening Relationships
- Controlling Client Expectations
- Contracts, Agreements, and Proposals

### DAY TWO: Tuesday, 8 a.m. - 5 p.m.

#### Delivering What You've Sold: Design, Installation & Project Management Strategies

##### Training Session I. Design Services

- Selling Value Not Product
- Converting Customer Visions Into Reality
- Designing For the Future Not Selling For It
- Being Your Customer's Consultant
- Drawings, Databases & Avoiding Disasters

##### Training Session II.

###### An "Engineered Systems" Approach

- A Tale of Two Business Models
- Scaling Your Business
- What Part of "Custom" Don't You Understand

##### Training Session III. Project Management

- Managing Client Expectations
- Building Key Relationships
- The Critical Role of "DATA"
- Finishing What You Started

##### Training Session IV. Partnering Strategies

- Competitors and Their Effect on Your Business
- Manufacturer Relationships
- Product Sourcing and Why It Matters

##### Course Recommendations

Each student is encouraged to bring a laptop with the following minimum system installed:

- ✓ Operating System: Windows 98/ ME/ 2000/ XP Home/ XP Pro
- ✓ Processor: 1.3 GHz or Higher
- ✓ Memory: 1 GB RAM or Higher
- ✓ Hard Drive: 30 GB or Higher
- ✓ CD ROM Drive
- ✓ USB Port
- ✓ RS-232 Serial Port (DB-9 Connector)
- ✓ If RS-232 Serial Port is not available, USB to RS-232 adapters may be used.
- ✓ Wireless Network Cards are encouraged but not required

##### Recommended Pre-Course Reading

- ✓ "Trading Up" – Michael J. Silverstein & Neil Fiske
- ✓ "Good to Great" – Jim Collins

# 2009 RIS CURRICULUM

## Design & Hands-On Technical Training

### DAY ONE: Wednesday, 8 a.m. - 5 p.m.

#### Basic Theory & Hands-On Building of Lighting Control, Security, A/V, HVAC & Automation Systems

##### Training Session I. Automation Solutions

- Purpose of Automation
- Interaction of Systems; Lighting, Security, A/V, HVAC, Etc...

##### Training Session III. Lighting Systems

- Powerline Controls
- ALC
- High Voltage Systems
- Wireless Control
- Whole House Control
- Hands-On Wiring of Lighting Control Solutions

##### Training Session II. Building A Security, Lighting Control, & Automation System

- Hands-On wiring of automation panel, security sensors, and HVAC controls

##### Training Session IV. Programming Strategies

- Programming of an HAI security/automation system
- Programming IR
- RS-232 Solutions
- Touch Panel Options
- RF Wireless Solutions
- Hands-On Wiring to an Inter-tel Phone System

### DAY TWO: Thursday, 8 a.m. - 5 p.m.

#### Basic Theory and Hands-On Building of Distributed Audio and Video Systems

##### Training Session I.

###### Distributed Audio Strategies

- Room Selector Boxes
- Speaker Loads
- Amplifier Specifications
- Remote Switching – Line Level Audio
- Volume Control
- Source Selection/Control
- Speaker Selection & Placement
- Audio Wiring Strategies
- Hands-On session of hooking up and programming a distributed audio system and integration with an automation system

##### Training Session II.

###### Distributed Video Strategies

- RF Distribution
- Video Levels; Composite, Component, S-Video, HDTV
- Cat 5 Distribution
- Video Routing
- Source Selection/Control
- Hands-On session of hooking up a distributed video system and integration with an automation system

##### Training Session III.

###### Home Theater Strategies

- Screen Placement
- Projector Placement
- Viewing Angles
- Surround Sound Strategies
- Speaker Placements
- Equipment Location
- Control/integration Options

##### Course Recommendations

Each student is encouraged to bring a laptop with the following minimum system installed:

- ✓ Operating System: Windows 98/ ME/ 2000/ XP Home/ XP Pro
- ✓ Processor: 1.3 GHz or Higher
- ✓ Memory: 1 GB RAM or Higher
- ✓ Hard Drive: 30 GB or Higher
- ✓ CD ROM Drive
- ✓ USB Port
- ✓ RS-232 Serial Port (DB-9 Connector)
- ✓ If RS-232 Serial Port is not available, USB to RS-232 adapters may be used.

##### Course Requirements

Each student must bring or buy these basic tools:

- ✓ Wire Strippers up to 24 AWG
- ✓ RJ45 Crimp Tool
- ✓ Cable Cutter
- ✓ Small Screw Driver (Tweaker) Kit

**Pre-Order your tools** through customer service at 800-266-8765. Tell us you are ordering for RIS and we will have them there for you on the first day.

# 2009 RIS CURRICULUM

## Level II Programming & Installation

**ONE FULL DAY: Friday, 8 a.m. - 5 p.m.**  
**Advanced Programming, Installation Strategy and Industry Forecasting**

### Training Session I.

#### Wiring Strategies & Power Requirements

- Enclosure Efficiencies (OnQ, Leviton)
- Wiring Strategies (Cat 5e/6, Security, Data)
- Critical Power Requirements (Tripp-Lite UPS, Leviton Surge Suppressor)

### Training Session II.

#### Engaging Communications Protocol

- RS232, 485, IR, RF, IP
- Virtual Conditions & Timers (PC Access, My Ambience)

### Training Session III.

#### System Integration & Programming

- Utilizing Components from Different Manufacturers
- HAI OmniProIIe, My Ambience, Philips Pronto)

### Training Session IV.

#### Profit from Trends & Industry Forecasting

- Current Industry Trends
- Future of the Industry

**EXAM. RIS Level II Programming & Installation** (*Required for Course Completion*)

### Training Session V.

- Exam Discussion

### Course Recommendations

It is highly recommended to attend the 2 day RIS Design & Technical Training course before attending Level II Programming & Installation, regardless of experience.

Each student is encouraged to bring a laptop with the following minimum system installed:

- ✓ Operating System: Windows 98/ ME/ 2000/ XP Home/ XP Pro
- ✓ Processor: 1.3 GHz or Higher
- ✓ Memory: 1 GB RAM or Higher
- ✓ Hard Drive: 30 GB or Higher
- ✓ CD ROM Drive
- ✓ USB Port
- ✓ RS-232 Serial Port (DB-9 Connector). If RS-232 Serial Port is not available, USB to RS-232 adapters may be used.

### Course Requirements

It is required to have at least one automation install and one audio install completed prior to attending this Level II course.

Each student must bring or buy these tools:

- ✓ Wire Strippers up to 24 AWG
- ✓ RJ45 Crimp Tool
- ✓ Cable Cutter
- ✓ Small Screw Driver (Tweaker) Kit

**Pre-Order your tools** through customer service at 800-266-8765. Tell us you are ordering for RIS and we will have them ready when you arrive.

# TEACHING STAFF

## Highlight Knowledgeable, Independent Instructors

### **Roland Graham**

*HDhomes.tv*

Mr. Graham is the founder and CEO of HDHomes.tv an online TV show dedicated to creating educational and informational episodes of system integrators and consumers engaging with exciting technologies in their homes.

Mr. Graham previously was the co-founder of AVD Media a design & integration firm where he built a strong reputation for quality and integrity both in commercial and residential projects all around the world for over 15 years.

As a presenter Mr. Graham has had the privilege of creating exciting training events and instructor lead programs for a list of distinguished clients including EH Expo, CEDIA, AIA, NARI, Intel, and of course this award winning RIS training program. During this course we believe that you, like so many others, will find Mr. Graham's engaging style of instruction to be refreshing and educational.



### **Bobby Kalua**

*AVD Media, Inc.*

As chief systems designer & co-founder of AVD Media, Inc., an architectronic design firm based in Chewelah, Washington, Mr. Kalua leads dozens of high-end residential projects to success every year. His expertise is designing technical realities from customer's dreams and he has a creative flair for finding solutions. As a field technician and designer Mr. Kalua is meticulous in his technique and resourceful in his design and integration skills.

Mr. Kalua has been a business owner in the custom electronic industry for over 16 years. He began his career in audio/video/lighting production, developing and building systems down to the last detail. He has employed his skills in production projects, computer systems integration, design, and installation of control systems. His client base includes sports arenas, corporate and residential customers throughout the continental U.S. and international markets.

Mr. Kalua's friendly and practical manner combined with his technical expertise has made him a popular friend in the field and a dynamic instructor. As co-creator of the RIS curriculum and training structure Mr. Kalua has been enthusiastically received by hundreds of RIS class attendees over the span of six years.



# HIGHLY RECOMMENDED

## What Past Students Are Saying About RIS

I just attended the Residential Integrator School, (February, 2008) hosted by Home Controls, Inc. and AVD Media in San Diego California. This class covers every aspect of the sales process that leads up doing an installation [and] hands-on training covering Security, Lighting, Temperature, Audio, Video, and Control solutions. Students have the opportunity to work with systems from HAI, OnQ Legrand, Simply Automated, and Nuvo over the course of the program. This course is a great place to get started or to brush up on some of your skills with experts on hand to answer any questions.

I would recommend [RIS] to anyone in the Home Automation industry whether you are new to the business or you have a lot of experience.

**Thomas Pickral, Jr.**  
**HAI, New Orleans**

"I can't thank you enough for the training you gave my guys at the last R.I.S. They came back smokin' and now are on fire! They remind me almost every day of how incredible you were and I look forward to taking your class later this year when I attend the school."

**Jeff Harrington,**  
**CEO of Integrated Home Solutions**

"[RIS] is just great, the info and tips that you get there are priceless..."

**Ricardo Martinez,**  
**Research and Development for Grupo Melo**  
**(BC, Mexico)**

"The flexibility of the business model presented makes it easier for me to start producing revenue without having to resolve every issue of entering a new industry. I was especially pleased at the high quality of the attendees. Our class consisted of many business owners currently active in the home automation/control market, licensed electricians, educators, computer industry types, and builders. This high quality of attendees added their real life experience to the market and technical knowledge presented."

**Tom White,**  
**Owner of Look-No Wires**

## Awards & Recognitions

